



# Parkergrams

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Photo Courtesy Look Magazine

Ed. Note: This chronicle of promotional spending is apt to get our Advertising department in trouble with Finance officials who hold the purse strings. We may get in hot water, too, and that is risked. We believe you, as a good Parker dealer, have a right to know.

## Parker Aims Spring Ad Campaign at

# People—

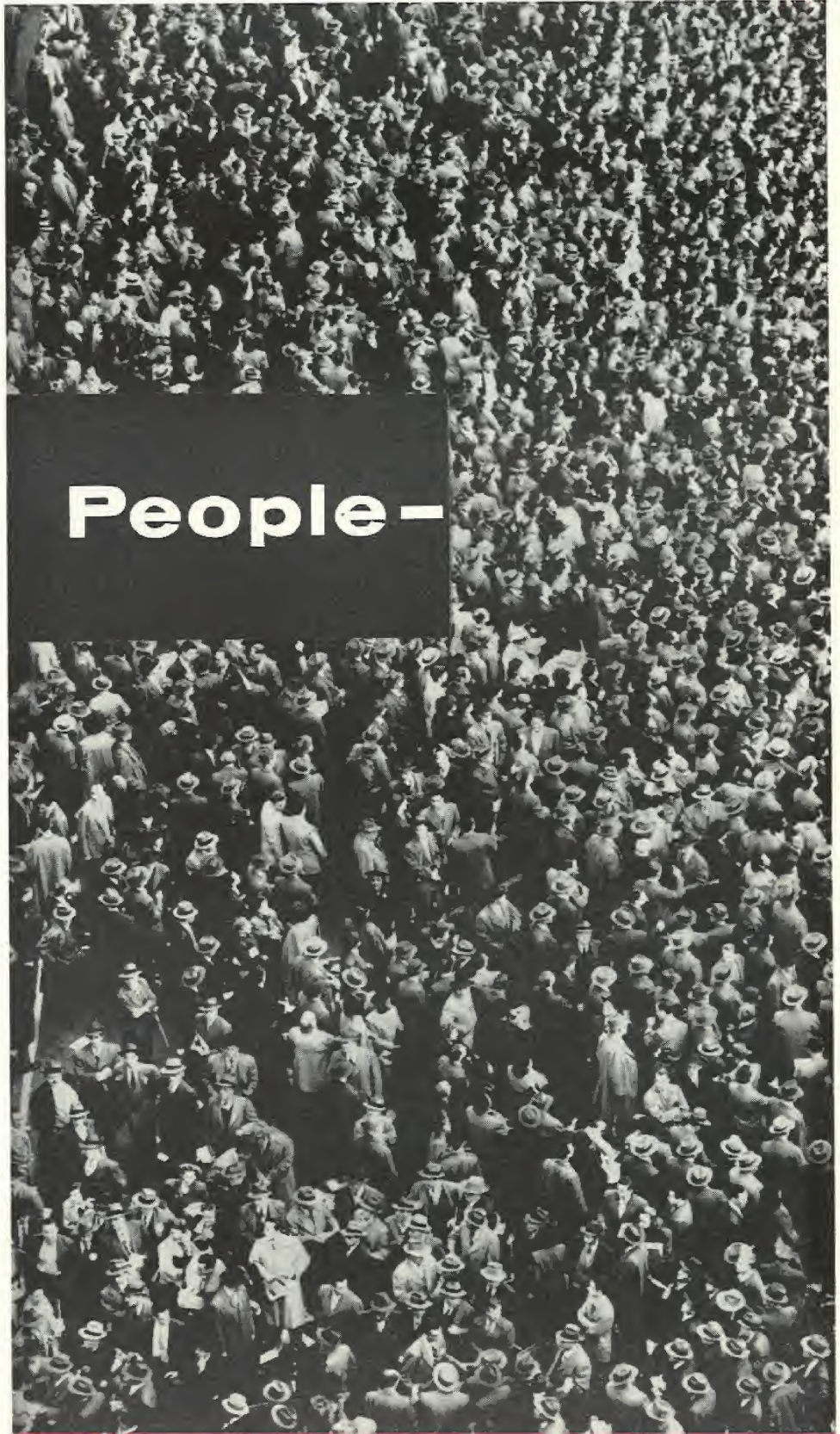
**K**KNOWN throughout the business world as a cagey, consistent "millionaire advertiser", Parker Pen is preparing one of its extraordinary promotional campaigns for the Spring of '57. In scope, it is described by marketing men as "the biggest Spring push ever." Actually, on paper it looks like a Christmas selling drive (see cut on Page 2).

Push products are the industry's new prestige pen—the Parker 61—and that fast moving, long writing Jotter ball pen.

The 61, as bellwether for the Parker line, is to be emphasized in America's top mass magazines. Continuing the introductory "outer space" theme, Parker plans to insert full color 61 advertisements in such media as *Life*, *Post*, *Time*, *Esquire*, *Holiday*, *New Yorker*, *Newsweek*.

Meanwhile, the Jotter will be featured in the most appropriate of

(Continued next page)



|   | MARCH      | APRIL      | MAY        | JUNE       |
|---|------------|------------|------------|------------|
| <b>LIFE</b>                               | "J" B/w    | "J" B/w    | "J" B/w    |            |
|   | "61" color | "61" color | "61" color |            |
| <b>LOOK</b>                               | "J" B/w    | "J" B/w    |            | "J" B/w    |
| <b>THIS WEEK<br/>AND<br/>INDEPENDENTS</b> |            | "J" B/w    | "J" B/w    |            |
|   |            |            | "61" color |            |
| <b>AMERICAN<br/>WEEKLY</b>                |            |            | "J" B/w    | "J" B/w    |
|   |            |            |            | "61" color |
| <b>POST</b>                               | "61" color | "61" color |            | "61" color |
| <b>TIME</b>                               |            | "61" color | "61" color |            |
| <b>NEW YORKER</b>                         | "61" color | "61" color | "61" color | "61" color |
| <b>NEWS WEEK</b>                          | "61" color | "61" color |            |            |
| <b>HOLIDAY</b>                            |            |            |            | "61" color |
| <b>ESQUIRE</b>                            |            |            |            | "61" color |
| <b>COLLEGE<br/>NEWSPAPERS</b>             | "J" B/w    |            | "J" B/w    |            |

(Continued from page 1)

these big circulation books, plus **Look**, **American Weekly**, **This Week**, college newspapers and independent Sunday supplements. Selling copy will be keyed to the "more writing, better writing, five-times-longer" punch line which has proved so successful in building Jotter into the No. 1 quality ball pen.

The above program alone would add up to an exciting campaign, with plenty of action as its promise to retailers. But, the advertising people plan to give the entire program an extra special jolt. And from what we hear, its going to be "the longest and most thorough paid advertisement ever devoted to writing instruments."

In part, that is the run down on the walloping big Parker promotional program for Spring, 1957. Of course, there are displays, new packaging, mats, mailing inserts and a host of other dealer aids which your Parker man will eagerly detail.

Get set, Mr. Retailer—magazine ads will begin in March to coincide with Mr. and Mrs. America's traditional Springtime upsurge in gift buying.

Get set for some fun in the pen department. And don't forget you read it here first.

## We See This Ahead

by Daniel Parker

Industries which are really alive go through periods of bouncing product evolution where change, in major measure, is the rule. The writing instrument industry serves as a valid example of this. The traditional, pull-push type of fountain pen's years of longevity can certainly be counted on half your fingers. This will be due to revolutionary new fountain pens and to solid improvements on the ball pen.

Automatic, capillary filling, and newly innovated ink shedding treatments on fountain pens, just recently brought to light, are sure to set the

pace as the automatic washer did in that industry. Surely, not all washers are automatics, however; what formerly was known as the "standard" is now the "old-type" and is the standard only in reminiscence of bygone days. Such will be true of fountain pens and an easy prognosis is that traditional fountain pens will be on their way out.

Nor does it require a Nostradamus to predict the ball pen will undergo major change as well, when it's realized that no really significant product improvement has taken place in three years. Even then, the major improvement was the upgrading of ball pen quality to a stage where it could legitimately encroach on the lower priced fountain pen market. This stage of improvement embraced also the means by which ball pens could write several times longer on a refill than was possible before. Thus, the direction was set for the ball pen

to move upward in quality rather than remain in the use class of low priced pencils. And progress it shall, along with the fountain pen.

So, our Research people have an overlapping and self-eclectic process of development in the two types of pens which theoretically would result in a single ultimate writing instrument, possessing the distinction and style and élan of the fountain pen. Certainly, it would have the superior ink characteristics of the fountain pen.

From the ball-point it would inherit utility value, the convenience that goes hand-in-hand with fast-moving modern living. It would in every way be the ultimate instrument for transcribing men's thoughts.

And, as we gain these goals, the world will certainly not look back with nostalgia about the "good old days when we used to have to push and pull things to fill our pens."



# 14,000 John Henrys



Alfred P. Diotte

**“Q**UID pro quo” is Latin, and literally it means “something for something,” or more liberally, “give, and accordingly, receive”—the Golden Rule.

In business, this maxim ranks with the laws of supply and demand, diminishing returns, and scores of others that have been practiced for centuries. It’s also the embodiment of Parker’s retail franchise system which is now a trifle more than four months of age.

It’s obvious, too, that Parker retailers honor and believe in quid pro quo. As of the first of the year, after only three months, more than 14,000 retailers throughout the United States—small, large and medium-sized—became Parker franchise holders. And, according to Al Diotte, Parker’s assistant secretary in charge of administering the franchise program, each day’s mail carries more and more signed franchises.

Interestingly, to our knowledge, not one of these pieces of mail brought a termination of the franchise contract because of dissatisfaction. (Two or three cancelled for other reasons—e.g., loss of lease).

As has been widely announced to the public and Parker’s retail friends, the purpose of the franchise plan is to protect consumers, retailers and Parker itself against illegal practices, defective deliveries, improper or inadequate service.

In addition, in states which have Fair Trade acts, the Parker franchise operates as a fair trade contract.

“Under the franchise plan, Parker holds fast and firm to fair trade in all states which have Fair Trade Acts.” These words come from John G. Mack, Parker’s new assistant vice president for domestic sales. “Parker,” he says, “has invested thousands of dollars in its selective franchise plan. It not only hopes, but it is confident that retailers, appreciating this, will give Parker increased selling support.”

Simply stated, “the franchise plan gives fair value to the consumer for his dollar,” Mack said. “Likewise, it embodies fair profit opportunity for the dealer. Parker is determined that there will be no exceptions to its policy of selling its products only to the retailers in the United States who accept its franchise. Remember too, the franchise plan is not a one-way street; it is cancellable by the retailers as readily as by Parker. If it doesn’t work out for the retailer, all he needs to do is give written notice of cancellation.”

Mack added that if retailers have any questions concerning the Parker plan, they should not hesitate to inquire of him at Janesville. Account Managers may be able to clear up any questions, too. The franchise plan is simple yet complex. Only through understanding will it be fully appreciated.

“Something for something.” With Parker, it’s much more than a simple tenet used by books and scholars. It’s a way of business life.



# The Parker 61 - to date

Here is a pictorial history of the new Parker fountain pen from the time it was released from Parker's Product Planning division until today. In photos we visit the studio of Artist Arthur Lidov, famed **Fortune** cover designer, who gave introductory 61 advertising an out-of-this-world setting. We look in on the Parker press conference at Chicago's Sheraton-Blackstone, Sept. 18, when the new fountain pen was announced to the world. And, finally, we see two of the first dealer window displays which typify the enthusiasm shown the 61 by the more than 7,000 retailers around the world who received pre-Christmas production.



Artist Arthur Lidov

The 61 in the hands of Chicago model Miss Carrie Gibbs became a center of attraction for photographers attending the Chicago press meeting.



The partial view of the Sheraton-Blackstone's French Room shows the speakers' table. From left are George Wright, Central Zone manager; George Eddy, advertising director; Fred Wittnebert, director of laboratories; Vice President James N. Black, Daniel Parker, executive vice presi-

dent; Chester C. Holloway, vice president in charge of product planning; Frank Matthey, export sales vice president; Howard Kessinger, director of personnel; Ray Spaulding, acting director of product engineering; and Richard Holznecht, public relations director.



First dealer windows featuring the 61 were in Milwaukee at Daly's Pen Shop (left) and the Santa Fe Book and Stationery Company, Santa Fe, N. M. (right). Daly's used all of the promotional material available to display the new pen, while at Santa Fe, Gene Wakefield set his talents to work and created much of the material used.



Educators  
Nation-Wide  
Are Saying

# Parker Pen Parties Make School Fun

When school opened last September, Parker Pen was ready with an educational aid which was unique. First thoroughly tested in Wisconsin schools, the program was called a "Pen Party" and it offered a chance for pupils in one school to write letters to others many hundreds of miles away.

About 5,000 Pen Party kits have been sent out to date in response to requests from teachers of fourth grade through junior high school. Accompanying each kit is a comment card which some 1,200 educators thus far have filled in and returned. Remarks on these cards have borne out early test results. "It's a vitamin shot for an English class!" was the testimony of a Green Sea, South Carolina teacher.

Generally, student interest in the Pen Party idea was inspiring, measuring up to all of the hopes the Educational Service at Parker held for it. "This is one of the most useful and

practical ideas that I have ever used in my 30 years of teaching," said a card from Macomb, Ill., "I am most grateful to the Parker Pen Co. for the Pen Party idea and the pupils are intensely interested. It was most easy to get results."

But the program was aimed more specifically at another objective and a North Bergen, N. J. teacher was among those who saw it: "At last," she wrote, "I have an incentive for better writing. The pupils are enthusiastic about the pen party and the writing has improved 100 per cent."

"Our English marks have improved and two boys have actually learned how to write instead of print. These boys were below grade level," said another instructor. And still another wrote from Washington state: "The importance of correct form took on a different meaning because someone other than the teacher would read their letters."

In all of this Pen Partying, nation-

wide, other things happened which were not anticipated by the program. Nice things. A Seattle teacher related that her class received a package of rice "which we hope to cook and eat at a special party in due time." In Chicago, a teacher said: "We began by making Christmas cards." And another teacher wrote: "My children made a tape recording of their letters. I played this for their parents and friends on our visitors' night."

It seems unlikely that Parker Pen will lose interest in the Pen Party idea—nor, for that matter, will the teachers. "My principal has recommended it to other teachers," is typical of the comments which will assure continuation of the program. But if all else failed, we doubt that anyone in Janesville could disappoint the young lady who pleaded: "Please, more spaces on the charts and more pupils folders. I have 38 now and in '57 it will be 44!"

## In a Persian Market



In the Persian Gulf city of Kuwait there is found an occupation which is as old as writing itself. It is the service of the professional scribe, who, for a small fee, pens out letters for illiterate people.

His place of work, the market place, is much the same as it was centuries ago. But his tools have changed. They include a modern-day fountain pen and a bottle of Parker Quink.



# LETTERS

DEAR SIR:

## This is Love Letter

Fifteen years ago my husband gave me a pretty pearl gray Parker "51" pen. Today as I was using it for the umpteenth time, it came to me how closely that same little pen has been connected with our family's life during that entire period—and what outstanding service it has given.

For 15 years—it's signed checks for thousands of dollars, war bonds and government bonds and the deed to our home; new cars and barrels of gasoline and oil; bushels of food, a mountain of dresses and suits and shoes and hats and coats and blue jeans; furniture and tractors and garden tools; medical bills and dental; coal and gas and electricity and telephone service; vacations and parties and college tuitions; wills and mortgages and all sorts of legal documents; typewriters and television sets, new stoves and refrigerators and freezers.

It's taken notes and written minutes of the meeting for members of activities: Church groups, Woman's Clubs, Red Cross Services, Community Chest, Writer's Groups, and the PTAs of several schools.

It's been borrowed often by each of our three children as a special privilege for good luck—"I always get a better grade when I use your pen, Mom"—for final exams and important themes at three high schools and as many colleges.

It's written notes on over 3000 Christmas cards, dozens of birthday and anniversary cards, many cards of sympathy and congratulation as well as hundreds of letters to family and friends.

It's traveled thousands of miles by air (never leaked once either!), by train, by car and by boat—from Ohio to New York to Florida to Minnesota to California to Mexico to Texas to Georgia and all the states between.

It's been beside me through several hospital stays.

It's written poems and stories and articles—and even endorsed checks from a few of them.

It has remained closer to me than any other personal possession except my engagement and wedding rings which are never removed.

It's never lost itself, never shown the slightest sign of temperamental behavior, nor has it ever needed a penny's worth of repair.

In short—my Parker pen-pal has been a loyal, trustworthy dependable servant. I consider it one of the best friends I've ever had. The fifteen years have not aged it much. True, the gold clip has lost a little

of its youthful brilliance, but not half so much as my own hair. There is the mark of the first tooth of my first grandchild, a few scratches on the gray facade, one tiny dent on its body. But the point remains steady and true and writes as smartly as it ever did. I received it too late in my life for it to have made any noticeable improvement in my handwriting—but it has certainly improved my disposition while writing.

Just as parents like to be told occasionally of the good qualities of their children, I thought you deserved, as representative of the conceivers of such a fine piece of workmanship, to be told how this one little pen has behaved for these fifteen years—and owner. And to be thanked which I now do. how much it has meant in the life of its

Mrs. Marshall N. Terry  
Atlanta, Georgia

### Blue-Black Grandson

I am using your Superchrome blue-black permanent ink. Believe me it IS permanent. What will remove it from fingers or materials? My little grandson smudged his hands and clothes with it and I have tried Babo, Tide, Climalen, soda, cuticle remover, perfume—nothing works.

Hallie C. Lane  
Mineral Ridge, Ohio

### Oops!

Under separate cover you will receive one Parker pen. It will not fill. Prior to the above defection, it did not write. Please service and repair at no cost. Reason: it has never been used after your last repair job. Thank you.

Mason E. Lizik  
Racine, Wisconsin

### Proudest Pencil

I wish to thank you for the wonderful job you have done with the Parker Liquid Lead Pencil. It is without a doubt, the best writing instrument I have ever used. I am an airline agent, and all flight forms are made with carbon and even on air freight bills, where six copies are required, the last one is every bit as sharp as the original.

Jess D. Beatty  
Jeffersonville, Indiana

### Wonderful Companion

I can be very sentimental about a fountain pen! This particular one has achieved so much significance for me—has been so much a part of my life over the years that to lose it would be like losing one of my dearest friends.

In two more years it will be thirty years old. In that long time it has shared all the most important events of my life... I believe a pen can have a soul—and this one has become to me a symbol of steadfastness for half a lifetime. I feel that you deserve to know this for it is a Parker!

Virginia Reimert  
Macungie, Pennsylvania

## Parker People Going Places

Five persons in the Parker Pen organization took one step up the ladder recently. The promotions came in three divisions of the company: Export, Product Planning and Finance. Here are the vital statistics.

**George Parker** named assistant to the vice president in charge of export sales. Parker joined the company in '52. His former position was export advertising director. Before that, assistant domestic advertising director.

**Joseph Biety** appointed export advertising director, from assistant domestic advertising director. He came to Parker in '55.

**William A. Steele** named Export sales promotion manager. He joined art and copy section of Export Advertising department in February of 1956.

**William H. Judd**, former Export sales promotion manager, appointed Export advertising production manager. Judd has been with Parker Pen since July of '52.

**Paul Keller**, former acting director of Business Research department, named assistant to vice president in charge of product planning. Keller joined Parker Pen in '51 as account manager; was made director of Marketing Research in 1952. Position of director of business research filled by newcomer to the company **Marvin Barab**, former Chicagoan and ad agency marketing and research director.

**Wilson Green**, who joined Parker in 1956, named to newly created position of technical director for Product Planning division. Former job, director of product development.

**Orrin Miller**, appointed internal auditor from assistant internal auditor. He joined Parker in '55 from a Milwaukee firm where he was assistant controller.

## Not Just History

We were looking over an old Parker Pen publication of 10 years ago and chanced upon this statement to employees made by Kenneth Parker.

"Remember: Don't make, assemble, or pass in inspection any Parker product for which you yourself would not be willing to pay the full retail price. Make that the creed in this plant and we'll do all right."

That was 10 years ago. Today, with products like the revolutionary Parker 61, the Jotter and the LL Pencil receiving wide public acceptance, it is easy to see that that statement is still the rule of thumb by which Parker people live and work.



# WINDOW SHOPPING

## Adventures of a Dayton Sceptic

he watched  
c a r e f u l l y  
as the cell case of a  
61  
dipped into the yawning neck  
of a bottle  
OF INK!  
w i t h d r e w and  
wiped across a  
white shirt cuff leaving  
NO STAIN! AT ALL!  
dubious he  
popped!  
HIS OWN FINGER  
i n t o t h e b o t t l e  
— and —  
turned it blue.

## The Muse of Michigan

Poetry, it is said, stems from the soul. The soul of General Printing and Office, Pontiac, Michigan was impressed by the new Parker 61. And from that unidentified person came these lines:  
The Parker is a cupid.  
Now isn't that a joke!  
I've proof to back my statement,  
Right from the Parker folk.  
For gravity was once a foe  
To capillarity;  
And now they're with each other  
In the best society.  
The cupid pitch sounds funny,  
But it must have been the arrow—  
Sitting there so innocently  
On the Parker—nice and narrow.  
As "grav" and "cappy" wouldn't  
Even think to compromise,  
Getting them together  
Took someone pretty wise.  
But everything is straightened out—  
You know the change in trends—  
And now days these ol' stubborn two  
Are just the best of friends.  
The way this whole thing started  
And who got on the trail,  
Is really very interesting;  
But quite another tale.  
So if I find the rhyming words  
Of how it was begun;  
I'll write another ditty  
Based on Parker 61.

Alice Beeson Ecke, senior editor of *Sales Management* magazine, spent several days in Janesville recently gathering material for a report on the writing equipment industry. Amazed at the competitive nature, she was keenly interested in the scope and planning Parker gives to merchandising programs.

## An Englishman Views World Pen Business



Norman Byford, vice president in charge of foreign operations for Parker Pen, spent a week in Janesville recently discussing the world business picture with Janesville management.

Byford said Parker's overseas business was "generally making a good showing, and even indicating an increase over last year." He added that the current strongest market area was the Far East.

"There are several reasons for this aside from the fact that it is the largest population concentration," he said. "Primarily, our success now can be attributed to being there so long, and to an unrestricted availability of dollars," Byford said.

He noted that writing equipment, in particular, enjoys high saleability in Japan. This is because the Japanese have the highest literacy rate in the world.

Before returning to London, Byford flew to Toronto where he visited Parker's new Canadian plant.

## Winning Team In Far West

The Golden Arrow trophy, a mammoth, gold-colored loving cup offered by Parker Pen's Western Sales Region to the sales zone giving the best performance in the last quarter of '56, was won by Manager Bill Yockey and his men of the Western zone.

Western Region General Sales Manager Carl Priest informs us that each of the men in the zone will receive a smaller replica of the Golden Arrow trophy for his home. The big one stands in zone headquarters at San Francisco.

News Item: Moscow (UP)—A new kind of fountain pen which uses water instead of regular ink has been manufactured in Kharkov. The pen, in fact, makes its own ink, according to a description in *Moscow News*.

A special paste inside the pen, enough to last for several years, turns the water into ink.

(The Russians are also well known for inventing a "Parker 51 pen" and a "Jotter". —Editor)

## Bedside Manner A Success

E. M. Stephenson, Parker account manager in Kansas City, Mo., holds claim to the distinction of having made a sales presentation at a hospital bedside.

Just about the time the news of the Parker 61 pen was breaking in all points on the compass, Stephenson learned that a good account in Mexico, Mo., was hospitalized. The proprietor of Worrell's Jewelry was mending bones broken in a severe fall.

Undaunted, Stephenson visited the patient, told about 61 and walked off with a sizeable order.

## Symbolic Desk Set



While the casual observer might be mildly amused by this odd-looking desk pen base, its owner E. C. Campbell of Edmonton, Alberta, Canada finds a great deal of symbolism in it.

Writes Campbell, it combines the "Bar-Horn", one of the oldest horse brands of active registry in Alberta, with an oil well core section, thus symbolizing Alberta's past and present. Campbell's father, now 85, owns the brand.



## QUEEN MARLENE

# Parker's Miss Penette of '57

The big job of greeting and escorting visitors through Parker's Arrow Park plant in 1957 falls on the delicate shoulders of Marlene O'Meare, recently named Miss Penette of 1957, and her court of nine equally charming young ladies. Marlene, the daughter of a Parker employe with 33 years of service, is the first production worker ever to receive the honor of being named top company hostess.

More than 28,000 persons have toured Arrow Park since the new plant was opened in mid-1953. Visitor number 25,001—a 12-year-old Idaho girl—was honored with a gold gift pen set and a share of company stock. Numeral 25,001 was symbolic, said the company. In it was a look to the future while recognizing those who had come before.

Marlene and the girls in her court were selected for the duties of plant hostesses from among 26 nominees. A panel of judges chose them for their knowledge of the company, walk, poise, conversational ability, figure, posture, and smile.



STRICTLY COMMERCIAL

by Russ Livingston

## *Industrial Sales Can Add Measurably to the Pen Business*



**T**HERE is nothing special about the Parker desk pen set at left. It is one of sixty such bases affixed with a little gold model of a German-made automobile.

Nope, there's nothing special about it, except that the sale could have been made by most any Parker retailer. The sets were ordered by a distributor for the autos and intended as gifts to his dealers.

Another order which was shipped from Janesville recently contained 4,000 new Parker Pardner sets imprinted with a line or two about safety and are to be used as awards to employes of the company placing the order.

These are called industrial sales. They represent the kind of business Mr. Parker Dealer could be doing as a sideline to his regular walk-in business. He could—and many do!

